

BRA

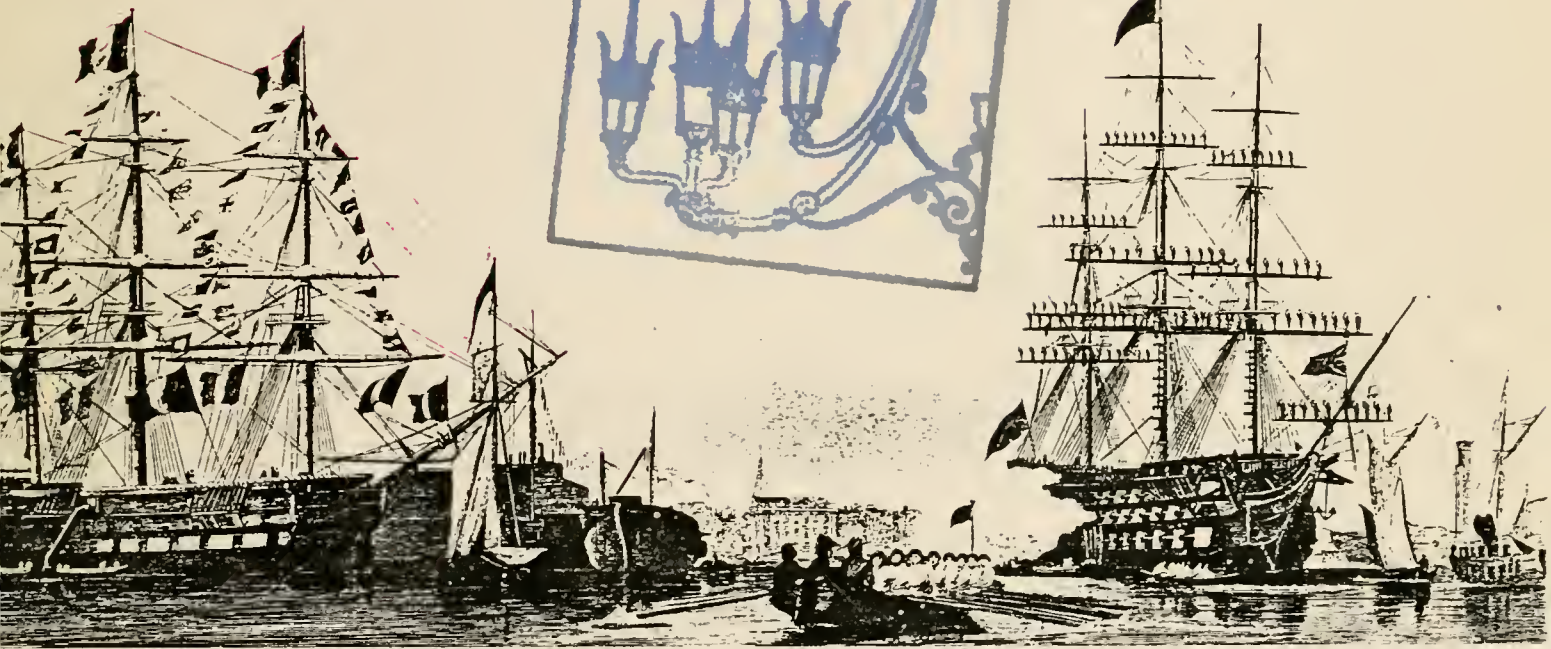
887

gov. 96-1938

A Proposal

# Harborwalk Brochure

Boston Redevelopment Authority



Submitted by:

Sid Herman & Associates  
Jon Roll & Associates

WATERFRONT  
H522  
1989

February 22, 1989



# Harborwalk Brochure

Boston Redevelopment Authority

## Contents:

Introduction

Budget

Time Frame

References

Project Team

Affirmative Action Statement

Samples

## Submitted by:

Sid Herman & Associates

Jon Roll & Associates

February 22, 1989



## **Introduction**

The Harborwalk will be the visible symbol of the BRA's continuing commitment to make the Harbor's edge available to the people of the city and its visitors. It will provide keys to a rich and varied showcase of Boston's past, present and future, highlighting change and continuity, diversity and commonality. The harbor and its edge are special places, and the Harborwalk will help to make them more special.

The Harborwalk's signage and its brochure will increase its accessibility. While transmitting specific information, both must also reflect and project the special qualities of the harbor's edge and its individual attractions.

Jon Roll and his associates have designed and implemented signage and identity projects at a number of points around the harbor, from the 149 The Navy Yard, to the Rowes Wharf water shuttle and the Marine Industrial Park. The work has been well received because they have respected the special historical and contemporary qualities of the waterfront, and because they have designed systems appropriate to their uses as well as their environments. Perhaps most important, the systems have been designed for long term maintenance.

Sid Herman and his associates have created brochures and other publications for numerous agencies, firms and institutions in and around the Boston area. They have been very successful because they have paid close attentions to the special needs of each project and have designed for clarity as well as visual excitement.

With our very broad background and our specific experience in and around Boston, -- as outlined in our RFQ submissions -- we feel particularly well qualified to handle the Harborwalk assignment. We are pleased to be among the firms and partnerships competing for contracts to create the brochure and the Phase I Signage System.

We understand the challenges and their complexities. We are confident that we can deal with them successfully and that we can help the BRA in its efforts to bring the harbor's edge to the people.



## Budget and Timeframe

### *Phase I - Background Research*

Tasks:                    1. Review of existing information  
                              2. Site visit  
                              3. Meeting with BRA  
                              4. Prepare schedule  
                              5. And all others listed in scope of work

Personnel:              Project Manager  
                              Writer  
                              Project Designer

Time:                    Two weeks

Fees:                    \$2,500

### *Phase II - Preliminary Design*

Tasks:                    1. Explore three designs and thematic directions  
                              2. Presentation and meeting with BRA  
                              3. Develop approved design and text (first draft)  
                              4. And all others listed in scope of work

Personnel:              Project Manager  
                              Writer  
                              Project Designer  
                              Staff Designer

Time:                    Four weeks

Fees:                    \$5,000





### *Phase III - Design Development*

- Tasks:
1. Revisions of design and text (three drafts)
  2. Final selection of artwork
  3. Presentation of camera ready mechanicals
  4. Meetings and presentations with BRA
  5. And all others listed in scope of work

Personnel: Project Manager  
Writer  
Project Designer  
Staff Designer

Time: Six weeks

Fees: \$7,500

#### *Expenses (Reimbursables)*

Expenses for photography, film, processing, typesetting, photostats, photoprints, linefilms, materials and deliveries should not exceed 20% of the fee.

#### *Travel and Overtime*

No travel outside of the Boston area is anticipated or included in our costs. Also, we have not included any charges for overtime costs from outside suppliers.



## References

Dr. Allan Shwedel, Manager  
Department of Program Evaluation  
Boston Public Schools  
26 Court Street  
Boston, MA  
(617)726-6200

Joseph Tulimieri, Executive Director  
Cambridge Redevelopment Authority  
336 Main Street  
Cambridge, MA  
(617)492-6800

Webster H. Francis  
Vice President, Corporate Relations  
Eastern Utilities Associates  
One Liberty Square  
Boston, MA  
(617)357-9590

S. Kelley MacDonald  
Manager, Investor Relations  
Unitrode Corporation  
5 Forbes Road  
Lexington, MA  
(617)861-6540

Kevin Fitzgerald, President  
Fitz Inn Autoparks  
216 Tremont Street  
Boston, MA  
(617)482-7740



## Key Personnel

*Sid Herman* will be responsible for the management of the brochure project and will be actively involved in its concept, design and production.

*Melvin Farman* will be responsible for the writing of the brochure and will handle research and concept development for the signage program. He has worked extensively with Messrs. Herman and Roll.

He has written marketing and communications pieces for many significant Boston area projects, including Prudential Center, The John Hancock Building, International Place, and Cambridge Center, for major developers such as Boston Properties and Macomber Development, and for resorts such as the Costa Smeralda in Sardinia and Quinta do Lago in Portugal.

He has worked with Jon Roll on many programs, including the Longwood Medical Area, Marine Industrial Park, Huntington Avenue, the U.S. Air Force and the Boott Mills. He has also written many of the materials designed by Sidney Herman, for clients such as Arthur D. Little, Unitrode, Fitz Inn Parking, Raytheon, and Harvard University.

*Julie Markfield* as Project Designer will be responsible for the design of the brochure including supervision of all production and photography. She is Design Director for Sid Herman & Associates and has served as Project Designer on several contracts with public sector and corporate clients. Since joining the firm in 1985, she has been involved in the development of graphic standards manuals for the Metropolitan District Commission and the Massachusetts Audubon Society and recently had full responsibility for the production of a 30th anniversary brochure issued by the Cambridge Redevelopment Authority.

*Other personnel* from Jon Roll & Associates and Sid Herman & Associates will be utilized as needed.



## **Affirmative Action Statement**

Sid Herman & Associates is an equal opportunity employer. We have  
to all City of Boston and Commonwealth of Massachusetts Affirmative  
Program requirements in all past and current projects.





*The fundamental objective of corporate communication is to help companies and institutions communicate effectively with shareholders, the financial community, employees and customers.*

*We design and produce annual and interim reports and other investor materials, facilities and capabilities brochures, recruitment and benefits brochures and corporate magazines.*

*As creative designers and writers our role is to help clients conceptualize the most effective and appropriate structure for each corporate communication, and to design and produce those communications with style and precision.*

*We are particularly sensitive to the pressures inherent in producing annual reports — and we know how to minimize them.*

*We interact closely with clients throughout conceptualization, design and production — from start to finish, we work in true partnership.*

*The results of many years of such partnerships have resulted in highly respected and effective corporate communications. We are proud of our long and successful relationship with a variety of significant companies and institutions.*





Standex  
Annual Report 1988



Cabot

COSTA  
MA





Our corporate communication clients include Fortune 500 corporations, banks, resorts, universities and schools, and high-tech companies.

We provide a complete range of services from conceptualization, writing and design, through photography, typesetting and printing. In addition, we can work with the client's resources whenever necessary.

Shown here are a selection of recently designed annual reports and other corporate communications.

Ilextron, Inc.  
Boston Public Schools  
Standex International Co.  
Foxboro Company  
Cabot Corporation  
Costa Smeralda  
Bank of Boston  
IBM  
Superior Electric Co.  
Fitz Inn Auto Parks  
Corning Glass Works  
Stride Rite Corporation





Morse Shoe

*Text, photography and layout should work together to create a specific visual character. In these spreads for the Morse Shoe Company Annual Report, shoes and the materials from which they are made are imaginatively photographed to evoke the fashion oriented marketing of Morse Shoe and its retail subsidiaries such as Fayva. The page typography is fresh and lively and it is accented by smaller photographs of newsworthy innovations in product presentation and merchandising activities in the stores.*



*Text block with small images and a small illustration of a shoe sole.*



*Caption text describing the shoe's interior or sole structure.*



*Caption text for the person in the store.*

*Main text block on the right side of the page.*



*Caption text for the person's feet.*



*Caption text for the person's feet in the large image.*

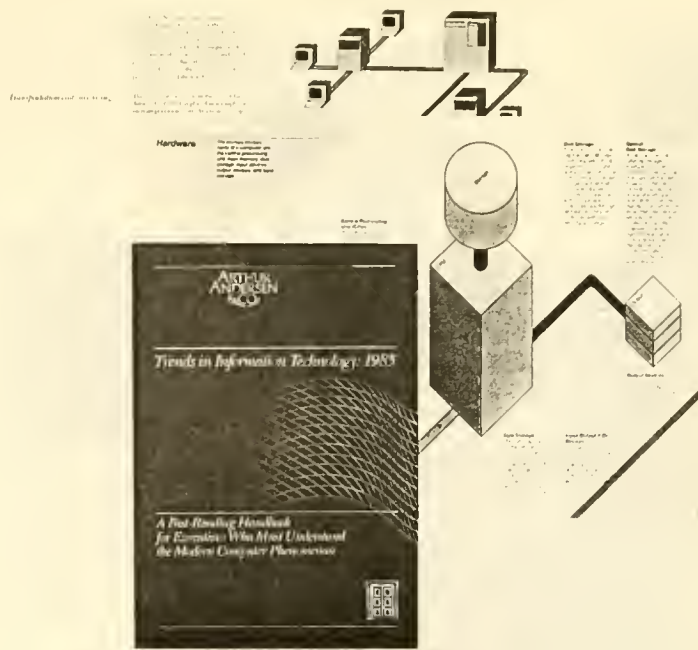




## Arthur Andersen and Co.

*The business brochure for the Information Division of Arthur Andersen and Company explains the nature and growth of the modern computer and trends in information technology. It is written and designed for easy comprehension by busy executives who must be kept abreast of modern computer phenomena.*

*The brochure was so popular that it was reprinted three times in its first year of publication.*



## Cabot Corporation

*This annual report celebrates the centennial of the Cabot Corporation. The company archives were used to create a historical record of the company's growth and development. The report includes a history of the company, a list of products, and a list of services. The report is designed to be easy to read and understand for all employees.*





# Fleet Financial Group

*Fleet Financial Group is an aggressive banking organization based in Rhode Island. Its record of growth and achievement has brought wide recognition to its management. Fleet has always committed itself to expressing its excellence through its annual report and the high standard of information, design and production that the report represents.*



**11** It isn't the size of the building that counts, it's the quality of the work being done. Through its annual report, Fleet Financial Group expresses its excellence through its annual report and the high standard of information, design and production that the report represents.



The construction site shows the progress of the building. The person is looking out over the city, symbolizing growth and achievement.



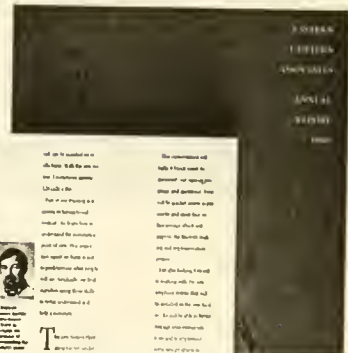
**12** The annual report is a key document for the company. It provides a comprehensive overview of the company's performance and financial results. The design and production of the report are of high quality, reflecting the company's commitment to excellence.

# Eastern Utilities Associates

*Eastern Utilities Associates is a public utility holding company and the parent company of the EUA System. Its innovative annual report was a series of essays by employees — from line construction personnel to accountants; from computer programmers to customer services representatives.*



**13** The annual report is a key document for the company. It provides a comprehensive overview of the company's performance and financial results. The design and production of the report are of high quality, reflecting the company's commitment to excellence.



The construction site shows the progress of the building. The person is looking out over the city, symbolizing growth and achievement.

**14** The annual report is a key document for the company. It provides a comprehensive overview of the company's performance and financial results. The design and production of the report are of high quality, reflecting the company's commitment to excellence.



The construction site shows the progress of the building. The person is looking out over the city, symbolizing growth and achievement.



# TEXTRON

Annual Report 1985



Textron, Inc

*This cover for Textron, a major industrial conglomerate company features a powerful image that draws attention to an important recent acquisition, and at the same time symbolizes the quality and attention to detail that the company pursues in all of its products.*



## The Foxboro Company

Well conceived graphic devices can help to explain the complexities and abstractions of modern technological processes, where conventional words and pictures fail.

The Foxboro Company takes great care to explain their activities in 'Artificial Intelligence' through such means, using dimension and color to symbolize complex processes.



For MIRA 10 a person is seated for 10 minutes.



For MIRA 10 a person is seated for 10 minutes.

The series of six long and detailed reports on process control systems is currently published in French and English. And in 1981, the Company's efforts in plant management is a reflection by receiving plant manager participation with the Foxboro Plant, a major maintenance of the process control systems equipment for analysis and interpretation.

This partnership will be required in several areas of activity. The use of formalized MIRA 10 engineering and maintenance. The Foxboro Plant is available through Foxboro's hardware. The use of formalized Foxboro and Foxboro Plant will engage in a set of working efforts designed to explain the complexity concepts of the process control. In addition, Foxboro and Foxboro Plant will receive mutual awards and developments in a set of working efforts designed to explain the complexity concepts of the process control. In addition, Foxboro and Foxboro Plant will receive mutual awards and developments in a set of working efforts designed to explain the complexity concepts of the process control.

The MIRA 10 is programmed to monitor 100 different continuously and is operated with ease by means of a person. The MIRA 10 is an integrated set of systems that is process and performance effectively. Despite its unusual size, it is a small device, an integral part of the plant.

By using the MIRA 10, the plant provides a level of monitoring in terms of both cost and performance and the absence of ongoing maintenance requirements. Because of its modular size, the device is repaired, replacing the entire unit.

MIRA 10 is a person seated for 10 minutes.

The MIRA 10 is programmed to monitor 100 different continuously and is operated with ease by means of a person. The MIRA 10 is an integrated set of systems that is process and performance effectively. Despite its unusual size, it is a small device, an integral part of the plant.

### Strategies

#### Foxboro 1986

The Company in 1981, the delivery of a product in the largest volume of advanced plant management. The integration of all of our services, including control, in terms of a given plant in terms of the process control. In addition, Foxboro and Foxboro Plant will receive mutual awards and developments in a set of working efforts designed to explain the complexity concepts of the process control.



## Wheelabrator-Frye

In today's fast changing business world, the corporate magazine is often the only way to keep abreast of what is evolving and how things are working throughout a company.

Wheelabrator-Frye has always invested a great effort in this channel of communication to keep its employees, shareholders and other interested parties informed throughout the year.

### St. Paul Stop For a Nostalgic Collection



If you had spent the day photographing the LIFE magazine collection, you would have a collection of 100 LIFE magazine covers. The LIFE magazine collection is a collection of 100 LIFE magazine covers. The LIFE magazine collection is a collection of 100 LIFE magazine covers.



St. Paul Stop For a Nostalgic Collection

The LIFE magazine collection is a collection of 100 LIFE magazine covers. The LIFE magazine collection is a collection of 100 LIFE magazine covers.

The LIFE magazine collection is a collection of 100 LIFE magazine covers. The LIFE magazine collection is a collection of 100 LIFE magazine covers.





*We create sign and information systems that effectively guide, inform and persuade with a minimum of intrusion, and which enrich the visual environment.*

*When sign systems are properly conceived and well designed they can genuinely serve the public good, make a positive contribution to the life and vitality of the streetscape and help to establish a sense of place.*

*We have had a great deal of experience in the design of sign and information systems on many different levels, ranging from a visitor information system for the National Gallery of Art to comprehensive signing standards for the U.S. Air Force — which are being implemented world-wide — to signing for historic buildings in Boston.*

*In the process of working on these projects, we have learned a great deal about the dynamics of the relationship between signs and the people and environments they serve. Here, as in other aspects of our work, we have learned that the solution must be appropriate to the need. The best design is that which communicates, and, at the same time, enriches the human experience.*

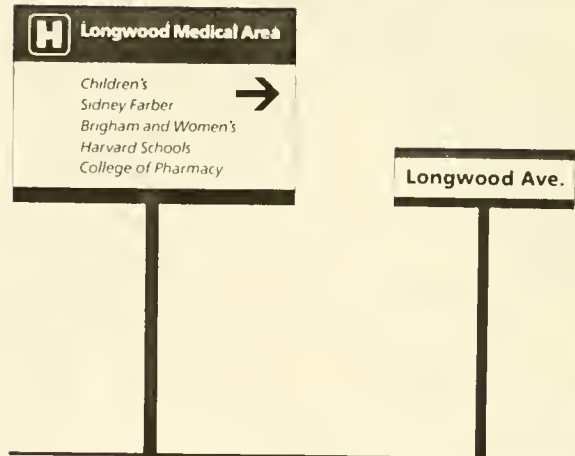


## Longwood Medical Area

*The Longwood Medical Area is a heavily congested 175-acre site in Boston which includes 14 medical and educational institutions.*

*Herman and Lees developed a graphic identity and orientation graphics for the entire area.*

*To direct traffic to the site, trailblazer signs were developed, using the international "H" symbol. The bold blue and white theme was extended to vehicular directional signing, alerting visitors at the perimeter of the area and guiding them to specific institutions.*

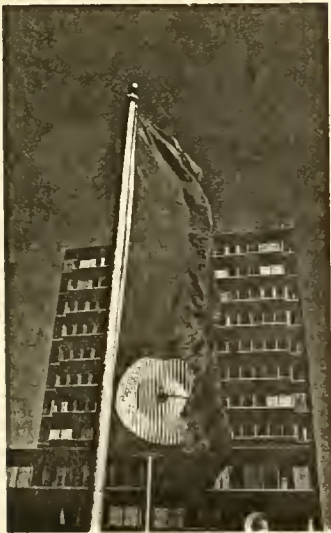




## Cambridge Center

*Herman and Lees created the graphic identity, signage and orientation graphics for the twenty-four acre Cambridge Center development near the Massachusetts Institute of Technology.*

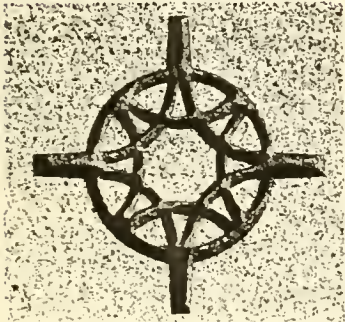
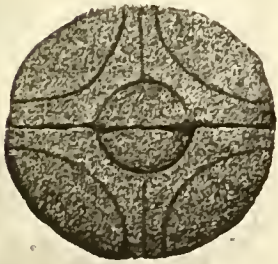
*The symbol is based on two concentric C's scanned vertically to imply a high-tech image expressive of mathematically derived relationships and technical components. It has been applied to marketing materials and serves as the key identity element for all parts of the development.*





## Costa Smeralda

*In addition to designing corporate identity programs for hotels and other businesses of the Costa Smeralda in Sardinia, we also designed sign systems for vehicles and pedestrians, information centers, guidebooks, posters, map structures and other orientation elements. All were designed to fit in with the very special nature of the place and, at the same time, to add to its charm. Native traditions and natural materials were integrated with new technologies to create a wide range of distinctive graphics.*

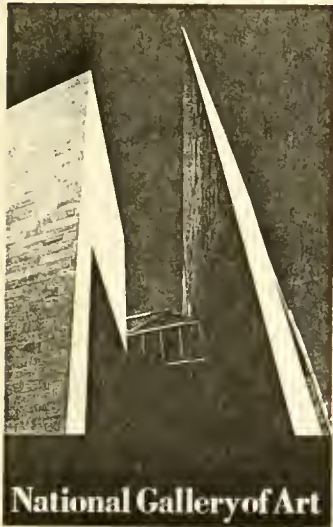
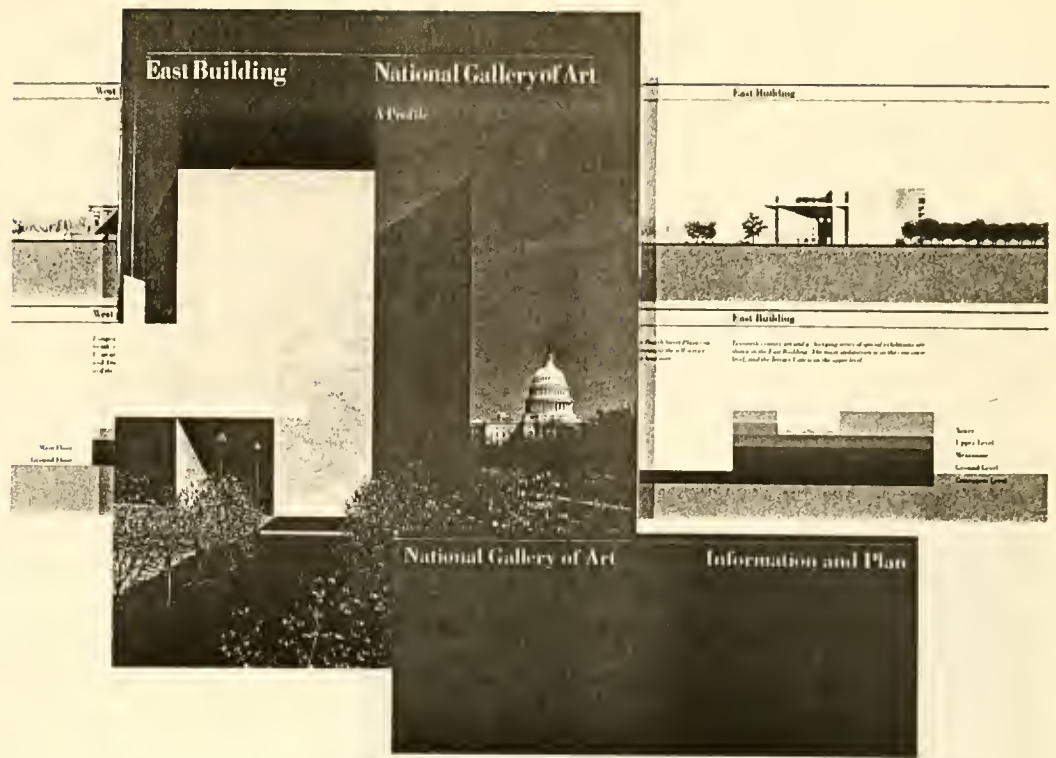






## National Gallery of Art

*Graphic communication devices used in museums have unique requirements. They should assert themselves enough to communicate their messages effectively, but not so much as to distract attention from the exhibits. They must also harmonize with the museum's architecture, enhance the qualities of special facilities such as shops and restaurants, and, in general, contribute to the atmosphere of aesthetic enjoyment. Our information system for the National Gallery has fulfilled all of these needs.*



*Information desks and map kiosks throughout the museum aid the visitor in the appreciation of the great collections at the gallery.*



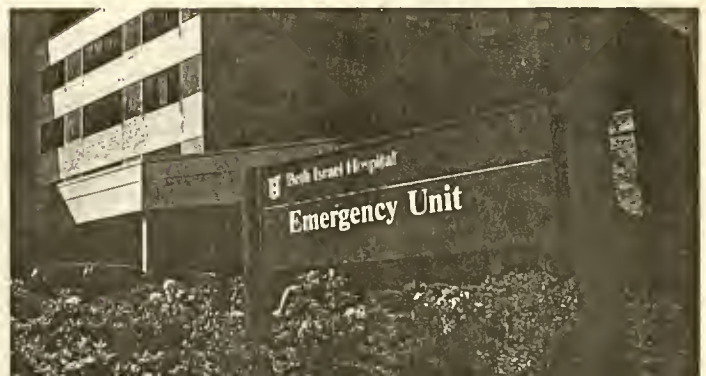
*Herman and Lees has been the prime contractor for a wide range of signage and public information programs — beginning with initial concepts and following through to the preparation of working drawings and the supervision of manufacturing and installation.*

*In the course of the projects cited in this brochure we have solved a wide variety of signage problems — including the integration of legally prescribed and specially designed signs; the development of systems for large and complex areas; the development of systems to be implemented internationally, and the design of signing for architecturally sensitive environments.*

New York Marriott  
Marquis Hotel,  
Times Square, NY

Beth Israel Hospital,  
Boston

Polaroid Corporation





*Scale, materials, lighting, and graphic style are always integrated into the specific environment for which the signs are designed.*

*Our sign systems are always based on a thorough analysis of circulation patterns, natural orientation, and rapid and easy comprehension of information.*

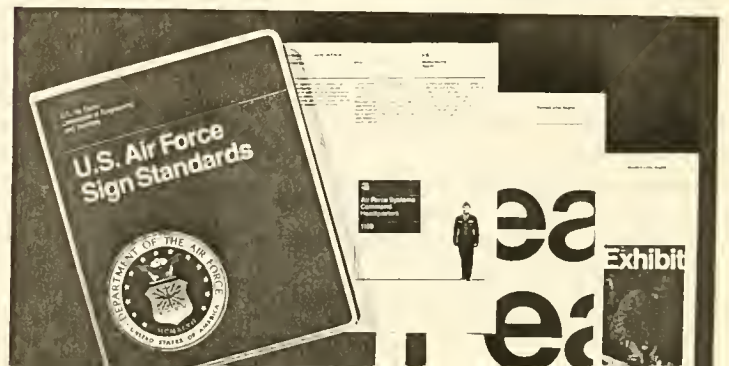
*Where appropriate we use murals, banners, and other devices to enliven an environment and help to create a special sense of place.*

Charlestown Navy Yard,  
Boston

Aga Khan University,  
Pakistan

United States Air Force

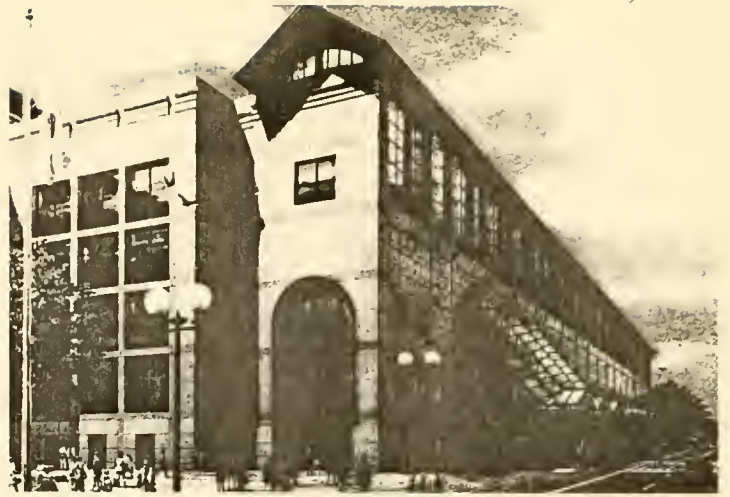
Costa Smeralda  
Yacht Club





## Hynes Convention Center

*The development of this state-of-the-art system for the Hynes Convention Center signals a new era in the design of environmental graphics. We intend to stay in the forefront of this exciting and challenging technology in the years to come.*



*The new Center has been designed to accommodate more than 20,000 visitors daily attending as many as six simultaneous conventions or exhibitions. A highly flexible signing system was required to display up-to-the-minute listings of events and to direct visitors to major destinations within the facility.*

*The system employs large scale electronic directories at the principal entrances to the facility, electronic directional signing at the key decision points and TV monitors at the entrances to meeting rooms. All displays are controlled from a central computer facility.*



**||| | < AUTO SHOW**

*Exhibition Halls and Meeting Rooms*

BOSTON PUBLIC LIBRARY



3 9999 06314 909 8





WATERFRONT

H552

1989

AUTHOR

HARBORWALK BROCHURE

TITLE

DATE LOANED	BORROWER'S NAME